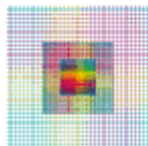


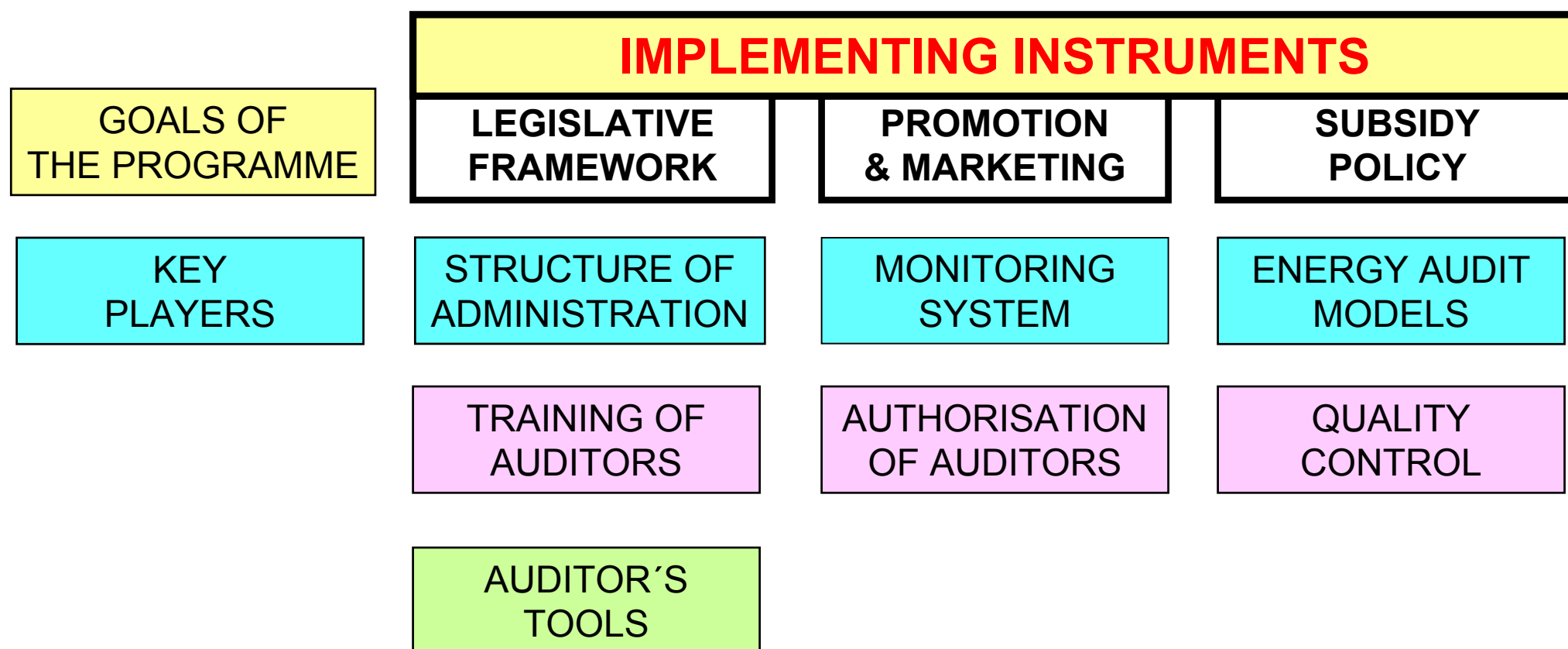
Implementing Instruments

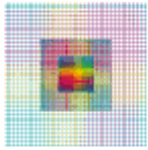
TOPIC REPORT
DRAFT 30.08.2002
BY
Otto STARZER





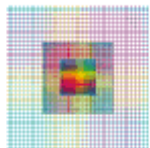
THE 12 ELEMENTS OF AN ENERGY AUDIT PROGRAMME





OBJECTIVE

- Analyse the interface of EA to other instruments
- How can EA be **implemented effectively**?
 - Instruments are effective if they
 - reach the target group (inform about EA)
 - attract attention (interest in EA)
 - make the target group act (carry out EA)
- How can EA be implemented on a **broader scale**?



THE BIG PICTURE: Basic options

Overall Framework

Energy Audits

Programme 1

Programme 2, etc.

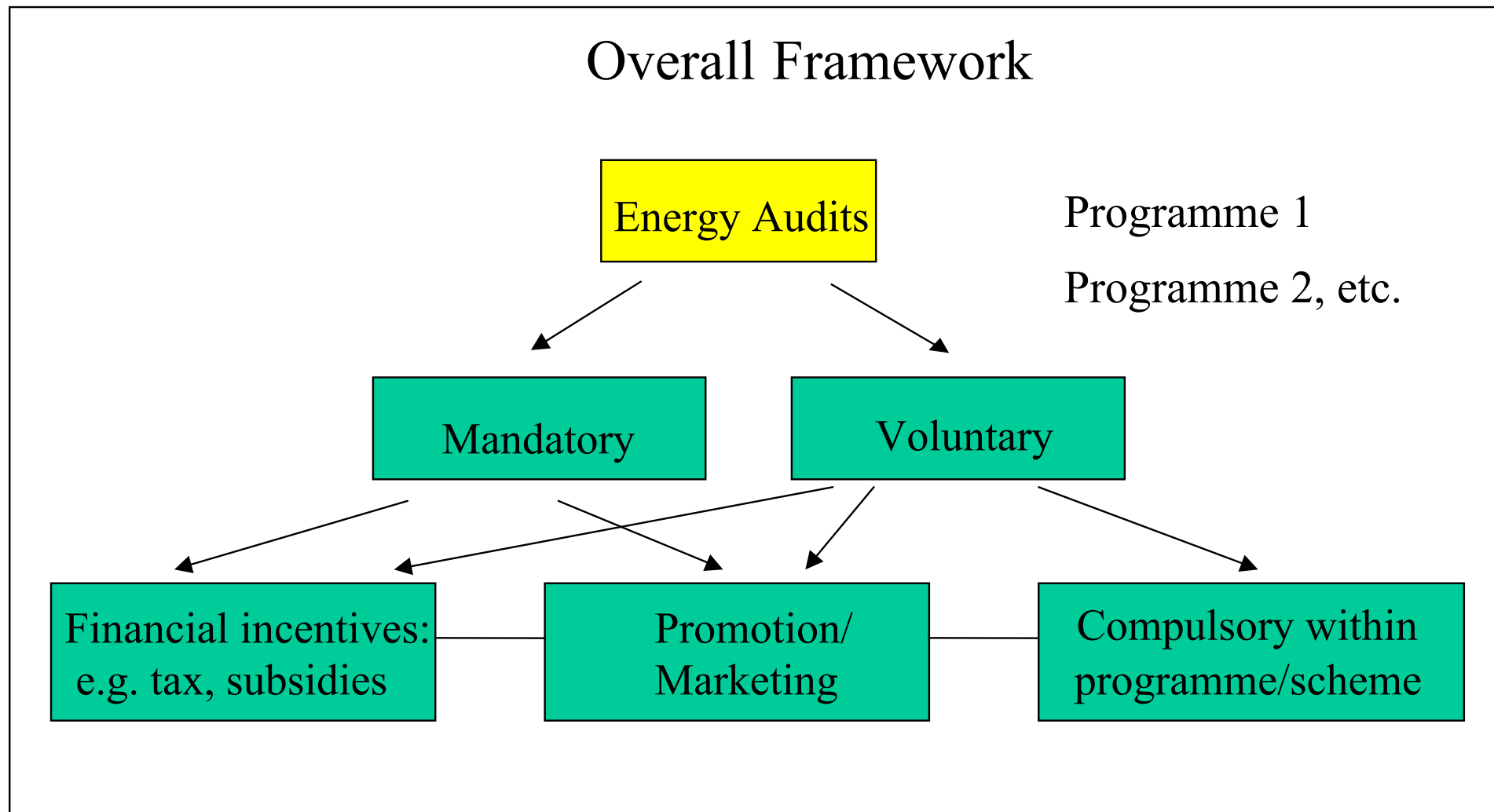
Mandatory

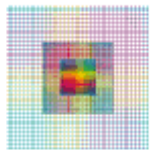
Voluntary

Financial incentives:
e.g. tax, subsidies

Promotion/
Marketing

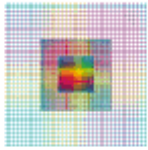
Compulsory within
programme/scheme





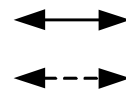
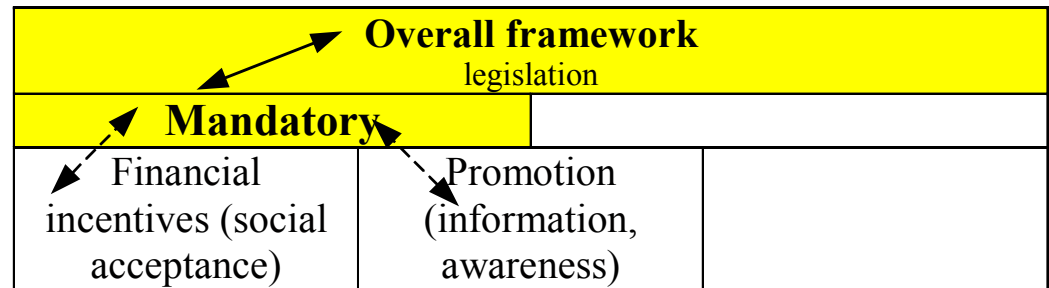
TYPES OF PROGRAMMES

- **Pure Energy Audit Programmes**
- **EE-Networks:** Service oriented, EA condition to join
- **Labelling schemes:** EA necessary to get certificate
- **Agreements:** EA part of agreement
- **Energy Management:** identify continuous EE by EA
- **Energy performance contracting:** EA for monitoring
- **Benchmarking:** EA is consequent step to identify measures
- **Best Practice:** EA is consequent step to identify measures



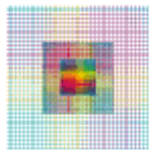
The Mandatory Path

- EA legally required
- in principle no other instrument is necessary (but social acceptance, information)



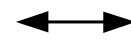
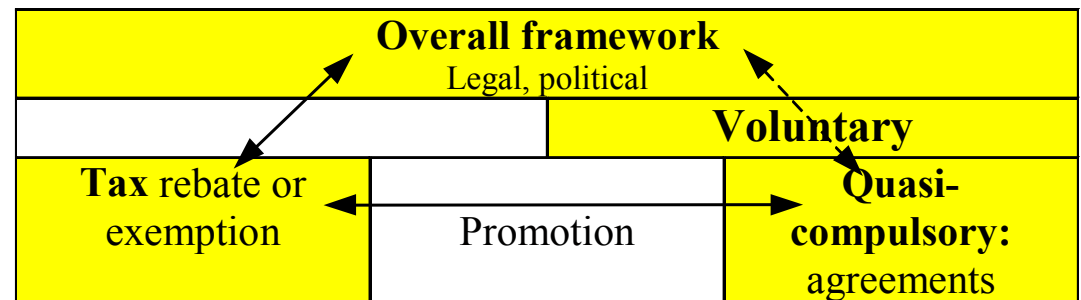
Link necessary
Link possible

- Promotion can accelerate the implementation
- Strong link to legal framework
- high amount of EA “produced”, mainly buildings, SME
- **Example:** Danish Energy Labelling Scheme

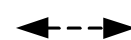


The Voluntary Path: compulsory option - within Agreements with link to Tax system

- EA are compulsory within the voluntarily chosen instrument
- strong financial incentive: link to tax system
- high amount of EA “produced”.....
- but target group could be small due to administrative restrictions

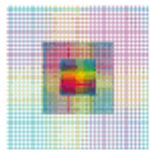


Link necessary



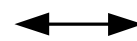
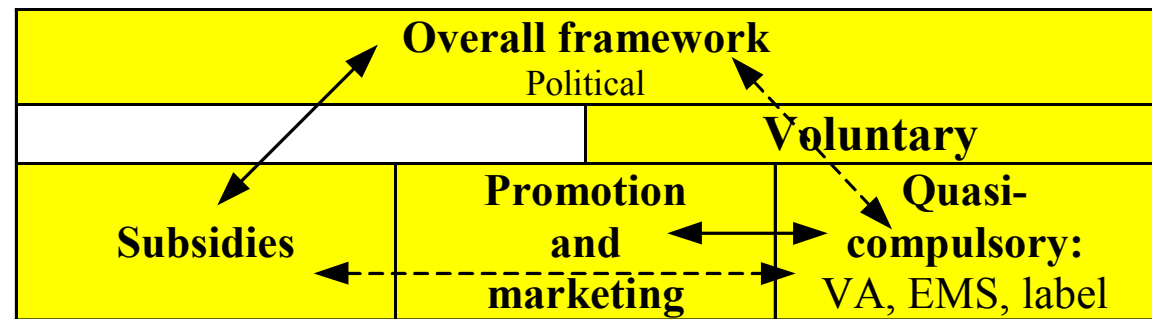
Link possible

- **Examples:** DK Green Tax Scheme, NL - LTA, UK Climate Ch. levy

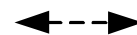


The Voluntary Path: compulsory option - within subsidy schemes

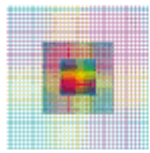
- Financial incentive: subsidies for audits <50% for Investments 30 - 40%
- promotion/marketing more important
- EA compulsory for subsidy
- Marketing by consultants/auditors, promotion by operator
- link to overall framework: strong targets, earmark subsidy
- **Examples:** Finnish EAP, NL - Benchmarking Cv, P - RGCE



Link necessary

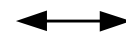
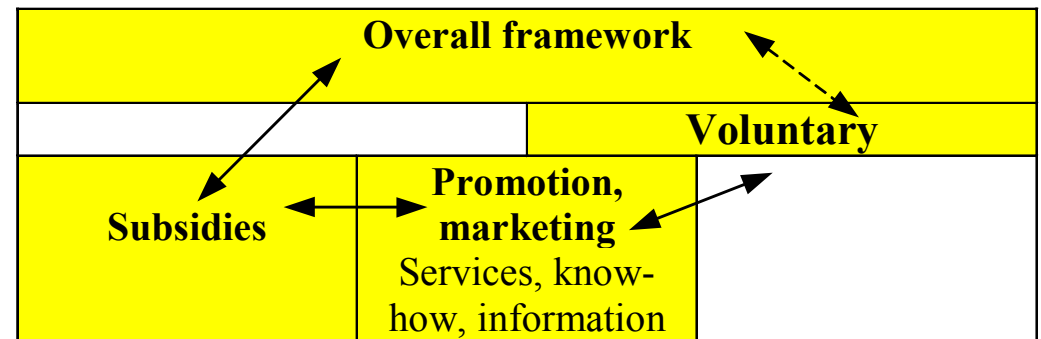


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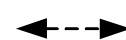


The Voluntary Path: The subsidy-promotion option

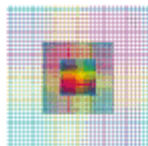
- seldom subsidies or promotion as stand-alone
- minimum of promotion is always necessary
- link to overall framework (EE / climate strategy) is helpful
- if lack of subsidies: focus on networking (services, information know-how etc)
- Auditing volume dependant on market forces
- **Examples:** IEEN - Norway, DMSS - France, Contracting - Austria



Link necessary

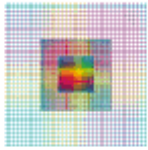


Link possible



Marketing and Promotion

Programme Type	EAP Finland	ELO/EM Denmark	DMSS France	IEEN Norway	LTA Netherlands
av. number of audits / year	500 buildings 100 industry	5.000 buildings	3.000 buildings 350 industry	40-50 industry	100 industry
Leaflets, brochures etc	X	X	X	X	X
CD ROM					
Paid ads			X		
Publicity	X		X	X	X
Campaigns	X	X	X		
Internet	X	X	X	X	X
Face-to-face	X			X	
Presentations, events	X			X	X



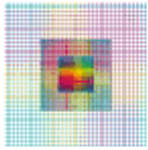
RECOMMENDATIONS

Mandatory instruments

- for homogenous and big target groups (> 1.000 audits/a)
- to realise standard, cost-effective measures on broad scale
- Building sector (labelling, certificates)
- SME: energy management procedures

Voluntary Instruments

- the less “compulsory” EA are, the more promotion
 - well suited for smaller (< 100 audits/a), not so homogenous target groups
 - Link to tax system strong but not always feasible
 - Agreements well suited for industry, large building owners
 - Subsidies helpful (free riding?), if lack of subsidies, then well-designed services
-



RECOMMENDATIONS

Promotion and Marketing

- All instruments need at least some promotion
- smaller target groups (<100): Face-to-face, presentations, events
- Bigger target groups: paid ads, campaigns
- Different paper material (publication on Web)

Overall Framework

- helpful, strong targets, earmark subsidies
- with mandatory instruments link to legal framework required

Why Programmes?

- Connecting EA to other issues which address the needs of a target group